

## Actionable Network Intelligence for Communication Service Providers

CSPs sit at the heart of a rapidly changing digital landscape. The connected world's ever-expanding data traffic travels through CSP networks, yet CSPs find themselves challenged by flat or declining ARPU. Competition and churn are a constant concern and Over-The-Top (OTT) applications cut heavily into traditional revenue sources. 5G raises expectations and poses new challenges.

CSPs must find a way to deliver attractive services at the highest QoE, while reducing both operational expenses and capital expenditures.

Allot Smart helps CSPs address these challenges with a suite of solutions that address the following domains:

- **Network Visibility**
- **Traffic Management**
- **Policy & Charging Control**
- **Regulatory Compliance**

Optimal QoE requires the ability to see and understand traffic at network, application and user levels, in real-time. Today, this increasingly means analyzing encrypted data in order to understand what is travelling through the network and at what quality of service. Machine learning and artificial intelligence help identify encrypted traffic and are then marshalled to deduce end-user quality of experience from this network data.

### What is Allot Smart?

Allot Smart is a suite of network intelligence solutions for Communications Service Providers (CSPs), powered by state-of-the-art Deep Network Intelligence (DNI) and Dynamic Application Recognition Technology (DART).

Allot Smart solutions turn network visibility into actionable intelligence that enhances service performance and optimizes your customers' quality of experience (QoE).

Allot Smart is deployed on multiservice gateways that facilitate rapid rollout of revenue-generating services while lowering costs and accelerating ROI. The Allot Service Gateway can be deployed as a fully containerized cloud-native solution, as a virtualized, ETSI compliant NFV deployment, and in scalable hardware form factors ranging from small footprint appliances all the way up to clustered Tb/s platforms.

- **Smart5G:** Deliver granular visibility and control of 5G network and application performance to help CSPs meet customer expectations from eMBB, mMTC, and URLLC.
- **SmartVisibility:** Access accurate usage data and analytics to improve network performance and deliver the services subscribers want. Make informed business decisions based on granular insights.
- **SmartTraffic QoE:** Leverage SmartVisibility to reap the benefits of automated congestion management and QoE optimization. Get the most out of deployed infrastructure and defer expansion cost.
- **SmartPCC:** Innovate and grow revenue by rolling out personalized service plans that cater to the unique and dynamic needs of prepaid, postpaid, and business customers.
- **SmartSentinel:** Navigate the regulatory landscape with flexibility and precision. Comply with URL filtering, data retention and GDPR regulations efficiently and cost-effectively.
- **Smart NetProtect:** Prevent and block network level attacks that threaten 5G applications and services that depend on faster speeds and lower latency.

Allot Smart builds on more than 20 years of DPI industry leadership, delivering inline carrier grade solutions to CSP and enterprise customers. Allot Smart can be flexibly deployed centrally or distributed in a traditional network or as a virtual network function in an NFV architecture. It is a future-proof platform that does not rely on any specific protocol or network service since it resides in the data path and is resilient to encryption.

## CSP Interfaces

### Network Operations & Customer Service

- Provisioning & control
- Reporting & analytics
- Troubleshooting

### Sales & Marketing

- Targeted Service Plans
- New Services
- Churn Prevention

### MIS

- Data lake
- CRM
- Billing & charging



### Allot Smart provides CSPs with the following benefits:

- Save at least 10% of access bandwidth costs
- Defer capacity expansion by 1-2 years
- Cut OPEX through automation
- Reduce revenue leakage by up to 15%

With a track record built on proven success with Tier-1 CSPs around the world, Allot Smart enables CSPs to leverage their unique location at the crossroads of the connected world. With Allot Smart solutions, CSPs can extract actionable intelligence from their networks to cost-effectively deliver the best services at the highest quality of experience.